



Application Services that bring you the big picture:

How a concerted focus on your business imperatives can see you through it all ...



ADMnext:

Enabling Infinite Possibilities



Key market trends shaping customer dynamics

Minding the gap: Bringing your offering in line with customer expectations

The rapid evolution in mobile capabilities and IoT technology growth has exponentially empowered consumers. The myriad abilities that consumers now have in the palm of their hand would be almost unimaginable just a decade ago. But even as this acceleration in technology intensifies, customer demands and expectations are still surprisingly outpacing technological capabilities.

The revolution linked to the digitalization of our world has completely changed interactions with application and IT ecosystems. Now we expect intuitive, fulfilling user interactions in real time – every time we communicate with IT. This goes for both our personal and professional lives and for any device we may use.

The quality of user experience created essentially through the applications we use in our daily lives has increased our expectations for any interaction we may have with IT ecosystems. So, to a great extent, application loyalty – or rather application user experience – has essentially become synonymous with brand loyalty. This is even more applicable for industries where applications are the main interface for business transactions between customer and the business – for example – eCommerce and hospitality companies. With this in mind, forward-thinking businesses are vigorously targeting end customers and the devices they use.



Customer expectations are far exceeding what you can really do. That means a fundamental rethinking about what we do with technology in organizations.

George Westerman,
MIT Principal Research Scientist and Author



How these trends are affecting IT

What does this all mean for your IT function?

For today's market leaders, closing this gap between customer expectations and what you can offer them starts with closing gaps on the inside. Your business expects easily consumable services from IT. So, the challenge for IT is to smoothly and transparently deliver simplified, convergent services distilled from complex, divergent technologies, and an ever-expanding landscape.

Putting the business first: Creating a zero-latency enterprise to satisfy your business and then your customers

Putting the business first means breaking down every barrier between IT and business with an IT function that is hyper relevant to the goals and DNA of the business – or to put it more eloquently – the creation of the “zero-latency enterprise.” Gartner defines a zero-latency enterprise (ZLE) as one that “exploits the immediate exchange of information across technical and organizational boundaries to achieve business benefit.”

Fostering zero-latency innovation and delivering a zero-latency customer experience

To become a truly zero-latency enterprise, a fundamental change in the mindset of IT is needed – a mindset of zero innovation latency. This means continuous innovation, where IT is always offering new technologies that solve business problems in near-real time is crucial.

Embodying a mindset of zero innovation latency demands a behavioral change – switching from a delivery-based paradigm to a problem-solving one. IT also needs to keep tabs on emerging technologies and explore them constantly for the benefit of the business. As today's trends become tomorrow's mainstream more and more rapidly in this digital world, proactive action will help you to leapfrog the competition.

An approach of collaboration and open, real-time innovation across the entire ecosystem – where IT works directly for the business – is key in making this happen. It's here that a unified, seamless, innovation-centric IT-business partnership can ultimately bring your clientele a zero-latency customer experience – where they can intuitively engage with your brand like never before. This is the zero-latency enterprise.

For example, one prominent consumer goods company applied innovative analytics technologies to create a customer data center with real-time customer feedback. This initiative uncovered that for most customers, the purchase of their product is a premeditated choice and not driven by seasonal demand. This insight then enabled the company to reorganize the handling of their offerings, media, and advertisements.

A major beverage manufacturer created an app-linked micro-dosing platform, where customers could create their own flavors. This helped the company establish a direct relationship with customers, where their choices could be shared on social media. The overall result was a testing platform to launch new offers with a proven method for product development.



IT performing as a true business partner

Defining IT imperatives that support the specific goals of your business

After creating this unified approach, it's essential to align the goals of your IT with the imperatives of your business. The businesses of today's market leaders comprise complex ecosystems with more suppliers and stakeholders than ever before. This means that having strategic partner programs and facilitating comprehensive collaboration are critical to your success.

This scenario demands that the goals of your IT become more dynamic and more relevant to your business. While operational efficiency and cost effectiveness still remain core imperatives, the business expects IT to function as a true partner and not just a cost center. Developing, deploying, and maintaining IT systems is simply not enough. With applications becoming the face of business services consumed by end users, it's about aligning IT services with measurable business performance goals and outcomes.



Running IT as the digital energizer is about accelerating business performance, unleashing business potential, and nurturing collective creativity.

Pearl Zhu

12 CIO Personas The Digital CIO's Situational Leadership Practices

Minimizing disruption and enhancing end-user experiences

There's also an increasing need to enhance end-user IT systems and services experience. This requires insights that enable investments within systems where the extraction of business value has a greater chance of profitability – not within dormant systems that business doesn't value anymore.

Accelerating change through new delivery models and methodologies, and fostering the agility and flexibility needed to deliver your services are also critical components. To ensure ideal effects here, optimizing and securing your estate is equally essential. Otherwise, the growing complexity of your estate can work against the acceleration of innovation.

Additionally, IT must focus on developing and maintaining the frameworks needed to support disruptive business models. This requires exploiting the data, business technologies, and innovation needed to help the business do different things – not just doing the same thing in different ways.



A fresh approach to sourcing suppliers

Seeing your suppliers in a new light: A new approach to sourcing the right partners for your transformation

Once you've created a unified platform and aligned IT with your business on your imperatives, it's crucial that you bring your entire ecosystem together as one. As mentioned earlier, your ecosystem can be a diverse, complex network. External suppliers can become major lynch-pins in your transformation process – essentially becoming part of your operations – so choose wisely here.

You want to evaluate based on long-term benefits and take a holistic view that considers your business imperatives – suppliers should be seen as partners to help IT and your business on your transformation journey. This means that for a supplier to be a true a partner, they should exhibit the right qualities and capabilities in supporting IT across all business imperatives – not just a few.



Legacy constraints to be wary of

Overcoming technical debt, innovation inertia, service fragmentation, and innovation silos

Unfortunately, most IT organizations fall prey to a legacy-minded way of operating, along with the following common constraints:



Technical debt and innovation inertia through growing landscape complexity that's further complicated by mergers and acquisitions.



Service fragmentation caused by price-focused contracts leads to a lack of end-to-end business value chain ownership. Moreover, suppliers here are not motivated to support IT in its transformation.



Innovation silos stemming from lack of agility and flexibility enables shadow IT to grow. This siloes innovation within the organization and weakens IT. Additionally, IT faces an increased risk of security and data privacy.



The heightened role of your suppliers

The law of supply and demand: Demanding more skin in the game from your suppliers

In overcoming these constraints, the most successful organizations are those that see the big picture. IT should utilize suppliers and have them play a larger role in supporting their imperatives. A supplier's wider experience with similar organizations and desired capabilities can be good indicators and accelerators.

Before enlisting suppliers to play an integrated role within the overall ecosystem, it is important to keep in mind your target operating model and product strategy. These elements – along with your goals – and a "make-or-buy" strategy should be the starting point when looking at potential suppliers. Some suppliers could become more influential and act as a true IT partner – co-constructing or helping IT "make" different key initiatives for the business – not just satisfying "buy" services.

When IT enlists suppliers who understand this, they emerge as reliable partners that the business can count on. For suppliers, being a partner to IT and the business means playing the role of an ally who can bridge both IT and business, along with empowering IT in front of the business.

Suppliers also need to take on greater responsibility and a larger scope in terms of operational efficiency and cost savings. They need to offer support within disruptive IT and business models, and must be aware of the entire ecosystem and fully integrate themselves within it. They should effectively engage with IT, the business, and other suppliers in order to create a collaborative ecosystem that motivates everyone to innovate together while supporting IT and business imperatives end to end – not just sporadically.

Additionally, having increased the stakes, suppliers should be willing to take on higher risk and put more skin in the game. Commitments offered by them should be well aligned to influence and make a positive impact directly on IT imperatives. They should take end-to-end ownership to clear IT overheads by orchestrating their responsibilities across different parties within the overall ecosystem.



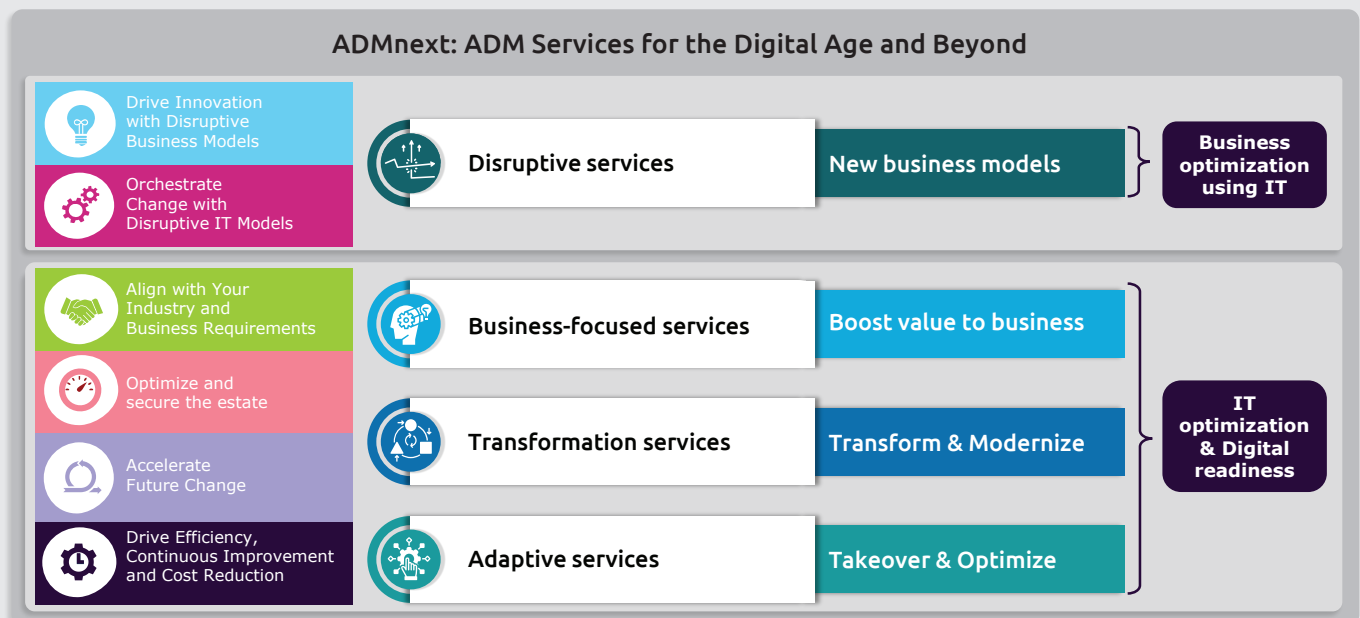
A concerted approach based on your business imperatives

Bringing you the big picture with ADMnext: Driving transformation based on your business imperatives and actionable insights

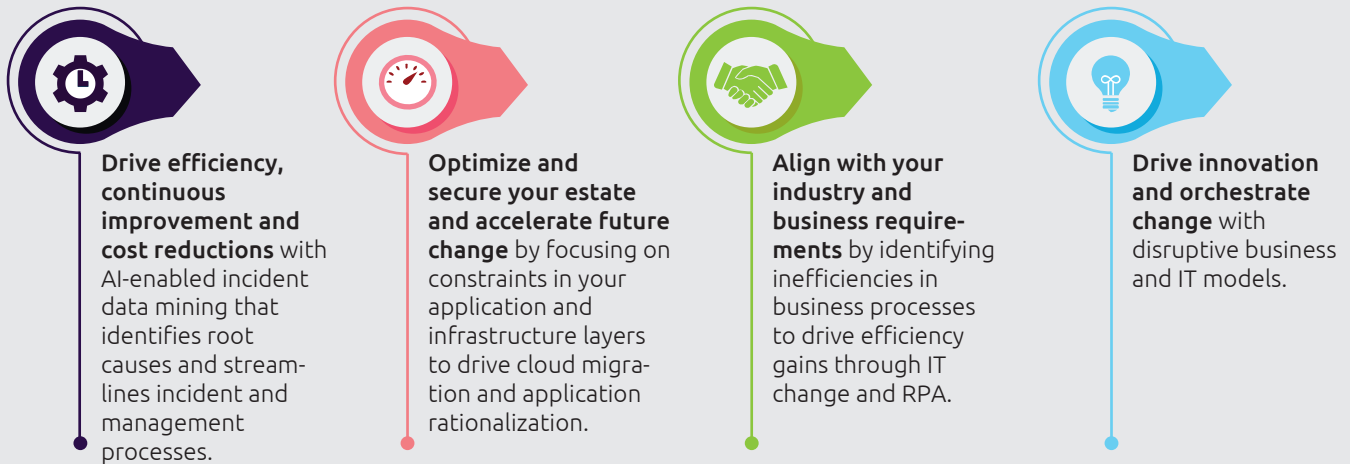
Capgemini's ADMnext takes a concerted approach that is based on:

- Key market trends shaping customer dynamics
- What these trends mean for your IT function
- How your IT can perform as a true business partner
- A fresh approach to sourcing suppliers
- Legacy constraints to be wary of
- The heightened role of suppliers.

This concerted approach puts the acceleration of the achievement of your business imperatives at the heart of everything you do with Disruptive, Business-focused, Transformation, and Adaptive Services.



ADMnext focuses on your business imperatives to optimize your “here-and-now.” Our Agile way of working and product-oriented operating model bridge the gap between IT and business, so you can innovate and disrupt the future. Essentially, we enable you to:



Contact us to learn more about how ADMnext can apply all of the above to your operations and bring big-picture insights and infinite possibilities to your business.



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